

ABSTRACT OF THE DISCLOSURE

A method, system, and computer-accessible medium are provided for optimizing search result listings in a search engine user interface. The system and method provide an automated way of promoting and demoting the placement of a search result listing between 5 more or less desirable locations, based on the listing's performance in a given placement. Promoting and demoting placements is based on a threshold performance for the listing against which the actual performance of a listing is measured. The threshold performance may be advantageously varied to accommodate different revenue and relevance goals for a particular search engine or portion of the search engine's market.